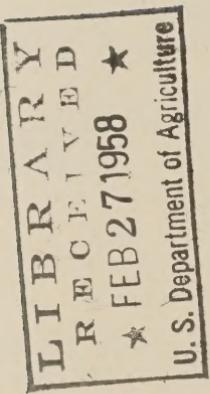


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HARDY CHRYSANTHEMUMS FOR 1958



## HARDY CUSHION CHRYSANTHEMUMS

This is the most popular and outstanding class of Hardy Mums available today. They produce a truly amazing display of flowers early in the Fall. Hundreds of flowers on a single plant completely hide the foliage. All grow compact and bushy, 12 to 15 inches tall and about two feet across. They are self branching and need no pinching to make short bushy plants.

They flower early, usually about September 10th or 15th, and continue in full display until late October. The flowers are substantial and durable and the usual early October frosts do not harm them for garden display. Flowers are  $2\frac{1}{4}$  inches across and semi-double. When mature, most show a yellow center.

### SENSATIONAL AS POT PLANTS

Undoubtedly Cushion Mums will give the greatest display and are the most easily grown Pot Mums on the market. No pinching or staking is required. And they have loads of flowers. A good 6 inch potted Cushion will carry 200 individual flowers.

### DISPLAY PLANTING

A good display of plants in bloom along the street or highway will sell itself. Their value as an attraction and advertisement of your business is worth many times their cost. Some growers retail thousands during a single fall season. Good plants will sell readily at 75c or \$1.00 and single orders of \$20.00 are not uncommon. Figuring cost of production, no water, no coal, no delivery, the net profit will be large. Plant at least 18 by 24 inches.

**LINDA SUE.** Orange red. This new variety is quite similar to Major Cushion in growth, forming a close knit, rounded plant. Flowers are held close to the foliage and the color is very striking. It blooms early and makes a fine pot plant. We recommend it highly without reserve.

Prepaid rooted cuttings— \$8.00 per 100

**LIPSTICK.** A new strawberry-red Cushion. Blooms late Sept. True Cushion growth habit and flower form. A fine addition to the Cushion group. Excellent pot plant.

Prepaid rooted cuttings— \$10.00 per 100.

**MAJOR CUSHION.** Bright pink flowers. Leaves and petals are of heavy substance. Growth is close-knit and quite symmetrical. Mature flowers show very little open-center. This is the ideal Cushion type. It is much better, and replaces the old Pink Cushion.

Prepaid rooted cuttings— \$9.00 per 100.

**RED CUSHION.** Beautiful bright red flowers. Grows somewhat larger than the other colors.

Prepaid rooted cuttings— \$7.00 per 100.

**STARDUST.** Our own 1949 introduction.

A dark bronze-red, double flower of 2½ inches. Mature flowers are a beautiful shade of true bronze. Growth habit is slightly more erect and its blooming season considerably earlier than most Cushions. It's exceptionally hardy and unexcelled for garden display.

Since we introduced Stardust in 1949 we have found no faults in it. We now consider it one of the best Hardy Mums we ever grew. It always gives a grand display before early frosts; it is hardy as a rock; stems are long enough to cut; and it has a beautiful deep dark bronze-red color. As it grows semi-erect and always has heavy, dark-green foliage, it is an excellent pot plant.

Prepaid rooted cuttings— \$7.00 per 100.

**YELLOW CUSHION.** Golden yellow flowers. Plants make a strong, vigorous growth. Leads all other colors in retail demand.

Prepaid rooted cuttings— \$7.00 per 100.

ALL MUM CUTTINGS SENT PARCEL POST PREPAID

25 of an item sold at the 100 rate

Not less than 25 of an item sold.

If wanted by express collect, deduct ½ cent per cutting

## GUARANTEE

We guarantee our Chrysanthemum cuttings to be true to name, well rooted and carefully packed.

Our Stock Plants are Field Grown and State inspected.

C. C. BREECE, Delaware, Ohio

**ALGONQUIN.** Golden yellow double flowers of 2½ inches are carried in fine sprays. Excellent early cut flowers, though a little short. Fine color, excellent growth habit and earliness of flowering combine to make this an outstanding early hardy variety. 1½ ft. September 15.

Prepaid rooted cuttings— \$7.00 per 100.

**APACHE.** Large red bronze flowers 3 to 4 inches on long stems in late September. This is a new and remarkable variety. Best cut flower in its color and season. Grows vigorously, 30 inches tall or better. Makes a fine display in the garden. Without a doubt, one of the really good new varieties.

Prepaid rooted cuttings— \$8.00 per 100.

**AVALANCHE.** A large, 3½ inch flower, perfectly double, pure white when mature. Young flowers show a cream center. Growth 2 ft. tall, and branches much like the Annual Asters. These giant individual flowers may be used to great advantage in funeral sprays or basket work. Avalanche should be No. 1 on the list of any retail florist. It has been our best seller among the cut flower varieties. Flowers freely and quite early, September 20.

Prepaid rooted cuttings— \$7.00 per 100.

**BARBARA SMALL.** A pink, double incurved flower of 3 inches. Color is dark lavender pink; darker than Lavender Lady and lighter than Jewel, and we do not see how it could be much improved. Excellent cut flower. Grows erect, 2½ ft. Blooms Sept. 15 or 20.

Prepaid rooted cuttings— \$7.00 per 100.

## ALL MUM CUTTINGS SENT PARCEL POST PREPAID ORDER EARLY

So that we may ship your order complete at the time you want. Rooted cuttings will be ready from early February to late June.

If wanted by express collect, deduct ½ cent per cutting

**BURGUNDY.** A wine red, double flower of  $2\frac{1}{2}$  inches. It grows fairly tall, makes a fine cut flower. Blooms Oct. 1. Its soft red color is unusual in Mums. Beautiful foliage and type of growth.

Prepaid rooted cuttings— \$7.00 per 100.

**CANARY WONDER.** Soft, canary yellow, ball-shaped Flowers on long stems. Exactly the same as White Wonder in all respects excepting color. It makes an extra good cut flower and produces heavily.  $2\frac{1}{2}$  ft. tall. Blooms Oct. 1.

Prepaid rooted cuttings— \$7.00 per 100.

**CHARLES NYE.** Bright golden yellow, full double flowers of  $2\frac{1}{2}$  inches. Flowers are somewhat ball shaped and carried in clusters at the top of strong sturdy branches, 2 ft. tall. This is the ideal type for cut flowers. Substance and shape of the petals and flowers are such that they will withstand bunching and shipping in good condition. Without reservation we give it the highest rating as to quality and all-around usefulness. Flowers September 25.

Prepaid rooted cuttings— \$7.00 per 100.

**CHRIS COLUMBUS.** Double, pure white flowers of 3 inches. Grows erect of medium height. Flowers early and mid-season, about Oct. 1. An excellent variety of many uses. Fine for garden display, tall enough for cut flowers, and makes a first rate pot plant.

Prepaid rooted cuttings— \$7.00 per 100.

**HOLIDAY.** A superb new variety. Large 3 inch gold-bronze flowers on plants 30 to 36 inches tall. A fine cut flower. Grows vigorously and flowers freely about Oct. 1. Excels all other varieties in its color and type.

Prepaid rooted cuttings— \$7.00 per 100.

ALL MUM CUTTINGS SENT PARCEL POST PREPAID

25 of an item sold at the 100 rate

Not less than 25 of an item sold.

If wanted by express collect, deduct  $\frac{1}{2}$  cent per cutting

**LAVENDER LADY.** Beautiful pure lavender double flowers of 3 inches. This is a variety of perfect growth habit and flower form. Color is a lovely pastel shade, unique among all other Mums. It has held a leading position among the cut flower varieties for several years, and it may be many more before any kind takes its place. Excellent cut flower. Grows 2 ft. tall, blooms October 5.

Prepaid rooted cuttings— \$7.00 per 100.

**LEE POWELL.** Beautiful golden yellow, 3 inch flowers on tall plants. 30 inches or over. A husky, vigorous variety with loads of long-stemmed flowers Oct. 1. It is a valuable new addition to the Hardy Mums and a favorite with all. No grower should be without it. Quite hardy.

Prepaid rooted cuttings— \$7.00 per 100.

**OLIVE LONGLAND.** Apricot pink, full double flower of 3 inches. This has a lovely pastel color, blooms freely, quite early, grows vigorously with fine foliage. A super quality introduction of the University of Chicago. It is practically perfect in all respects. Excellent cut flower. Grows erect, 2 ft. Blooms September 20.

Prepaid rooted cuttings— \$7.00 per 100.

ALL MUM CUTTINGS SENT PARCEL POST PREPAID

25 of an item sold at the 100 rate

Not less than 25 of an item sold.

If wanted by express collect, deduct  $\frac{1}{2}$  cent per cutting

**PATHFINDER.** A University of Nebraska introduction, having large double flowers of bright yellow. Carnation type blooms with serrated petals. Grows sturdy and erect with heavy root system. The plants withstand heavy rain or windstorms and the branches and flowers do not droop or break. Excellent as individual specimens or for borders. It is very hardy, 2 ft. tall, blooms in early Sept. Pathfinder was the most popular new Mum in our fields last year. Its large golden yellow flowers and heavy deep green foliage appealed to everyone. Without a flaw, it is tops.

Prepaid rooted cuttings— \$7.00 per 100.

**POLAR ICE.** A pure white double flower of 3 inches. Grows vigorously, flowers freely and bunches nicely. This flower is a pure white at all times, without the cream center in young flowers as an Avalanche. Petal arrangement is somewhat open, and it shows a small center when mature. University of Chicago introduction. Excellent cut flower. Grows erect, 2½ ft. Blooms Sept. 10-15.

Prepaid rooted cuttings— \$7.00 per 100.

**RED BANK.** A brilliant, glowing red flower of 2¼ inches, with golden yellow centers. Duplex daisy type. Color combination is quite striking and showy. Even at a distance, among many varieties, the eye is drawn to the bright fiery red color of Red Bank. University of Chicago introduction. Excellent cut flower. Grows erect, 2 ft. Blooms, September 15.

Prepaid rooted cuttings— \$7.00 per 100.

**RED RIDING HOOD.** An iridescent, bright red, full double flower of 3 inches. Erect, sturdy growth of 2 ft. Good cut flower. A good variety for Fall retail sales. Blooms October 5.

Prepaid rooted cuttings— \$7.00 for 100

**RED VELVET.** Dark crimson, double flowers of 3 inches. Sturdy erect plant of neat trim growth habit. Good foliage and good cut flower. This variety has had considerable publicity with the retail trade and has become popular and in good demand. Height 2 ft. Blooms about October 5.

Prepaid rooted cuttings— \$7.00 per 100

ALL MUM CUTTINGS SENT PARCEL POST PREPAID

If wanted by express collect, deduct ½ cent per cutting

**VISION.** Three inch flower of peach buff or delicate apricot. A very sturdy, free flowering variety. Its unusual quality is its pastel color tones, which change in sunlight or shadow. Beautiful and enchanting, it defies description. In full flower Oct. 5.

Prepaid rooted cuttings— \$8.00 per 100

**WHITE WONDER.** This is a sport from Early Wonder. It is the same in all respects, excepting color. It is pure white and an excellent cut flower. Always plenty of stem length. Blooms early, about September 20.

Prepaid rooted cuttings— \$7.00 per 100

**WINTERSET.** A pure white, full double flower of 3 inches. Grows vigorously, fairly tall, and has a fine branching habit. Loads of flowers about Oct. 1. Excellent for both garden and cut flowers. It is extra hardy, and we believe its outstanding qualities will rank it among the best.

Prepaid rooted cuttings— \$7.00 per 100

**YELLOW AVALANCHE.** The regular Avalanche with soft yellow flowers. Color is not pale, but a warm mellow yellow. Plants grow 2 ft. tall with double, 3 inch flowers. Blooms early, from mid-Sept. on. Always popular in Fall sales, and an excellent cut flower.

Prepaid rooted cuttings— \$7.00 per 100

**YELLOW CHRIS COLUMBUS.** This is a sport of the white Chris Columbus. It is identical in every way excepting color. This is a deep, golden yellow. Very good for garden display, cut flowers or pot plants.

Prepaid rooted cuttings— \$7.00 per 100

**YELLOW SPOON.** Butter yellow, 3 inch flowers of the true spoon type. Grows 24-30 inches tall and is quite hardy. Excellent cut flower. Fine garden item.

Prepaid rooted cuttings— \$7.00 per 100

## PACKING

Our long experience and expert workmen enable us to ship plants to all parts of the U.S. Our packing methods are time-tested and proven. Close attention is given to every detail so that you may receive your plants in the best of condition.

**ALL MUM CUTTINGS SENT PARCEL POST PREPAID**

If wanted by express collect, deduct  $\frac{1}{2}$  cent per cutting

# COMBINATION SPECIALS

We can offer the following collections to those growers who want a nice assortment, but are not too familiar with the various varieties. We will make a nice selection of colors, with approximately half being cut flower varieties, and half being the shorter, garden display varieties.

All will be labeled with variety name.

The same top quality stock we regularly ship.

## Special No. 1 — Prepaid

250 Rooted Cuttings, Our Selection, \$16.00

*25 each of 10 varieties*

## Special No. 2 — Prepaid

375 Rooted Cuttings, Our Selection, \$24.00

*25 each of 15 varieties*

## POTTED PLANT SPECIAL

Hardy Mums from 2 inch pots. Our selection

10 each of 10 varieties, 100 plants .....	\$13.00
25 each of 10 varieties, 250 plants .....	\$30.00

Shipped by express collect

ALL MUM CUTTINGS SENT PARCEL POST PREPAID

If wanted by express collect, deduct  $\frac{1}{2}$  cent per cutting

## HARDY CHRYSANTHEMUMS FOR CUT FLOWERS

There are now many varieties flowering in September and early October which make first class cut flowers. They can be sold in direct competition to cloth house Pompons. The cost of production of such hardy Mums is only a small fraction of regular cloth house shaded stock. Production on field-grown plants has run two 10 oz. bunches to a plant on some varieties. Many growers, both wholesale and retail, would profit greatly by a better acquaintance with the hardy varieties. While the outdoor crop is not usually quite the equal of choice indoor stock, all factors of labor and expense are in favor of the Hardy Mums. The grower-retailer who has his own flowers is much more favorably situated than the one who must depend on the market. The flowers will last for several weeks on the plants in the field. Even if every flower is not used, enough will be produced to lower your cut flower bills considerably at this season. The fact that indoor stock sells for \$1.00 per bunch and up, cannot be profitably ignored.

The usual method is to plant in the field in late May or early June. Set 15 to 18 inches apart in the row and the rows 24 to 30 inches apart. With hand cultivation, good stock may be produced as close as 10 by 20 inches. Keep the soil cultivated and the weeds down. Growers who sell to the wholesale trade usually plant in beds. Beds are 4 to 4½ ft. across and the plants are set 8 by 8 inches. Usually 3 lbs. of 4-12-4 or 5-10-5 fertilizer to 100 sq. ft. is worked into the ground before the plants are set. And an additional light application when the plants are 10 to 12 inches tall. Beds should be level both ways. Keep cultivated the first half of the season. Water in dry weather to a depth of 6 inches once a week after the plants are established. Use a sprinkler. Lack of water will result in hard wood and short stems.

Use a framework of stakes and wire and a cloth cover, if necessary, to avoid frosts. A single wire about 18 inches from the ground on both sides of the bed is sometimes all that is needed to support the hardy varieties. The indoor system of a wire between each row and a cross-string between each plant is good insurance against wind and rain storms.

**BUNCHING.** This is important and some experience and care are needed. Cut stems as long as possible, but avoid the lower hard-wood. Hold in water, out of drafts, in a cool place over night. Remove the lower leaves. Weigh bunches to 9 or 10 oz. Tie the lower ends securely. Grade out all old or damaged flowers and all non-flowering branches. Appearance of the finished bunches is important. If they are shipped or delivered in cartons, pack securely but do not crowd too much. And do not put too much weight in a single carton.

The time to set varies with the locality. Here they should be set in May or early June. Set as early as possible after frosts are over. A longer growing season will make longer stems. All too often, young stock is held in small pots too long and they become stunted and woody. Such stock planted in the hot weather of late June or July start slowly, and seldom bring much profit to the grower. For cut flowers, no effort should be spared to plant early and to keep the stock growing vigorously throughout the season.

## NOTES ON POT CULTURE

The size of the finished plant determines the time of the first potting. For 8 inch—late April or early May; 6 inch—early May; 5 inch—late May or early June; 3 cuttings to a pot in late June or early July will make good 5 and 6 inch. After the plants are established in the larger pots, they may be carried along in the greenhouse or plunged in outdoor frames. Some growers lift plants from the field in August, but such plants must be shaded and syringed the first week after potting to avoid loss of foliage.

**WATER.** Possibly the most important and the most neglected item in the culture of pot Mums. Water sparingly until the plants are partially pot bound. Do not allow them to wilt much at any time, and do not allow them to root through the pots into the soil beneath the pots.

**PINCHING.** All varieties, excepting the Cushions, require regular pinching. Pinch off the center of the shoot soon after the plants are established in small pots. A second pinch three weeks after the first, and a third pinch three weeks after the second are usually sufficient to produce dwarf, sturdy plants.

**FERTILIZER.** Any ordinary potting soil will do. Avoid the sandy types, as such require more water. A 4 inch potful of 4-12-4 fertilizer to a wheelbarrow of soil gives good results. After the plants are 1-3 or 1-2 of mature size, feed every 2 or 3 weeks. Leaf burn will result from too much. Do not feed after buds show color.

**INSECTS.** A weekly nicotine spray, especially if the plants are under glass, is cheap insurance against aphids. Use DDT for thrip.

**SPACING.** Whether the plants are growing out doors or inside, they should never be crowded. Allow plenty of air and light on all sides. This is quite important in late summer when the plants are of large size.

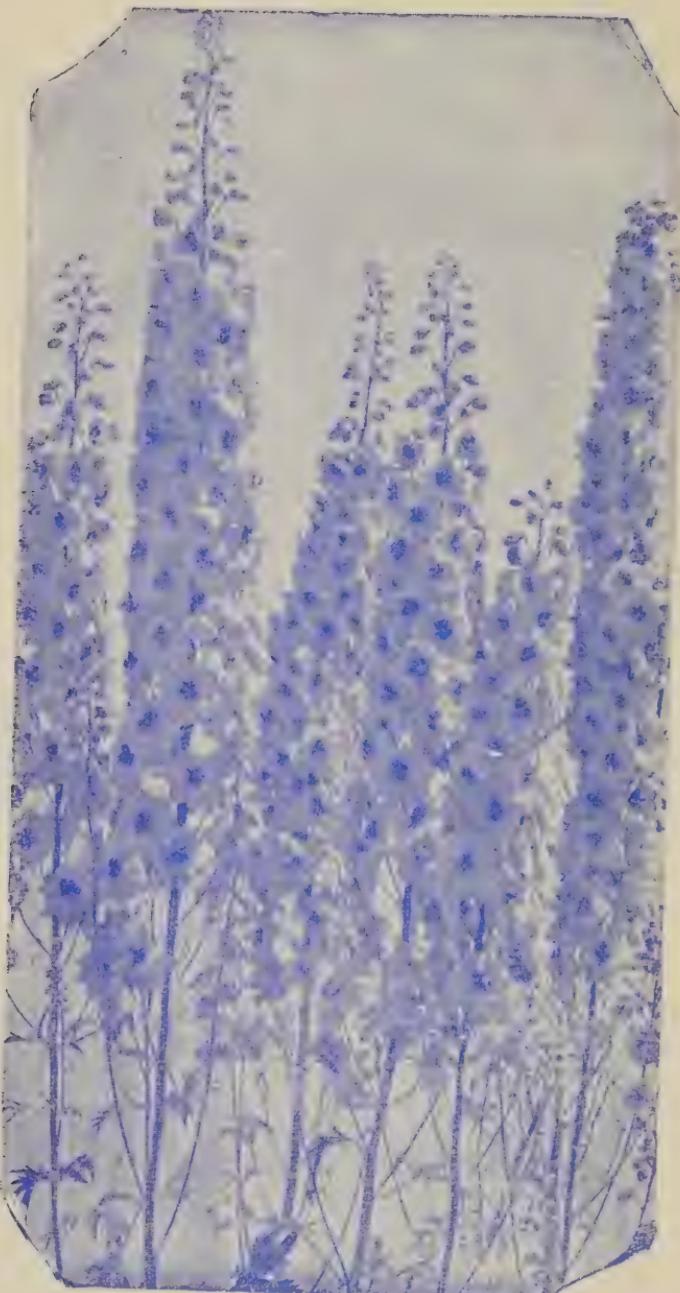
## SALES NOTES

**SPRING SALES.** Retail sales of Hardy Mums should be encouraged in the Spring. The plants are much easier to handle than Fall clumps, and the price usually is about  $\frac{1}{2}$  that of field clumps. In addition to the regular Spring season, they are a good item to push during June and early July.

All labels should have the variety name, color, height and blooming season. Rooted cuttings should be potted in pots from 2 to 3 inches in size. They should be ready to retail in 3 to 5 weeks. After they are established, they may be plunged in cold frames. Some remove the pots and plant in peat beds.

They will grow fast if the soil is rich and they have plenty of water. Use plenty of ventilation under glass. One tip pinching when the plants of erect growing varieties are 6 to 8 inches tall should be sufficient.

**FALL SALES.** Most Hardy Mums are sold as dug directly from the field. However, to handle large quantities, it is better to dig the plants from the field and heel them in a display bed of sand, peat, sawdust or soil. Better display is secured and much of salesman's time is saved. Also the plants may be watered and sold with the roots moist. This is important in dry Fall seasons. If possible plant one variety to a row, or in a block of adjoining rows. 3 or 4 varieties in one row or one variety in 3 or 4 places in the display grounds is not usually very effective.



## PACIFIC HYBRID DELPHINIUMS

The individual florets are of immense size, many being well over two inches across. Practically all of the flowers are double and the colors range through many new tones and shades. The plants grow to a height of five or six feet, and many have flowers for 3 ft. or more of their length. Stalks are tough and do not break easily in the wind. Usual wholesale prices are from \$2.50 to \$4.00 per dozen spikes. They are of easy culture and make a highly profitable crop.

**GALAHAD.** Pure white.

**ROUND TABLE.** Excellent mixture of blue shades.  
2 inch pots—\$11.00 per 100; \$100.00 per 1000.

## BALTIC IVY

This is the hardiest Ivy. It has dark green, medium size leaves which have silver veins. The evergreen foliage is graceful and distinctive. It will cling to masonry walls, and makes a fine ground cover. It will grow under trees where it is too shady for grass, and it will cover slopes where it would be difficult to establish grass. Allow one plant per square foot of area.

More and more people of late years have found Baltic to be the best Ivy for outdoor use. We have a very nice lot of true stock for the coming year. Potted plants will have 8 to 12 inch vines, ready for landscape planting jobs. Rooted cuttings are 3 to 6 inches, and should be potted or bedded before planting permanently.

Plants from 2-inch pots— \$12.50 per 100; \$115.00 per 1000.

Rooted cuttings— \$7.00 per 100; \$65.00 per 1000.

## EUONYMUS COLORATUS

This is a vine for ground cover or walls. Evergreen foliage changes to purple red in the Winter. Extra hardy. Grows fast and vigorously under good conditions and will withstand drought, poor soil, etc. May be moved bare root any time of the year.

2 inch pots— \$11.00 per 100; \$100.00 per 1000.

## EUONYMUS KEWENSIS

Very small leaves on slender prostrate vines. Grows slowly; very hardy. Much used in rockeries, low walls, pool sides, etc.

2 inch pots— \$20.00 per 100; \$180.00 per 1000.



## PETUNIAS

Petunias are an easily grown, quickly-produced, cool weather crop. They are grown in many ways and easily sold in various sizes. Cold-frames may be used. All of which simply means—PROFITS.

There is always a good demand for Petunias for Mother's Day and Decoration Day. The immense ruffled flowers and bright colors sell themselves.

Give them rich soil but do not over-water. A month or six weeks in a cold frame will produce perfect stock.

**DWARF CALIFORNIA GIANTS.** Romona strain. Dwarf, compact growth, especially suited for pot plants. Immense 4 and 5 inch, flowers are freely produced. All are ruffled and fringed and come in a wonderful variety of colors. We believe this to be the finest strain of Dwarf Giants available.

2 inch pots— \$10.00 per 100

**CELESTIAL ROSE.** Bright rose pink. Nothing better for combination pots or beds.

2 inch pots— \$8.00 per 100

**HYBRID PETUNIAS.** Finest new varieties. Wonderful colors and vigorous, uniform growth. Grown as separate varieties, but sold in labeled assortment only.

2 inch pots— \$10.00 per 100

1913 — 1958

## 45 YEARS OF SERVICE

Since 1913 we have been growing and shipping plants for the wholesale trade. Many things have changed, but the basic principles of our business are the same today as then— Good Plants at Fair Prices with careful packing and prompt shipment.

We wish to thank you for your orders in the past and trust that we may continue to serve you.

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### T E R M S

#### CASH WITH ORDER

25 of an item sold at the 100 rate

Not less than 25 of an item sold.

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We endeavor to keep varieties true to name, and will replace any stock not true.

#### ORDERS FOR FUTURE DELIVERY

Booked Subject to Crop

### SHIPPING DIRECTIONS

ALL MUM CUTTINGS SENT PREPAID PARCEL POST

If wanted by express collect, deduct  $\frac{1}{2}$  cent per cutting.

**C. C. BREECE**

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**HARDY**

**CHRYSANTHEMUMS**

**1958**

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